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ABSTRACT

This survey of new Johnson County Community College (JCCC) (Kansas) students was conducted in fall 2001 to determine new students' educational objectives, and what factors influenced new students' decisions to attend JCCC. Questions were also asked about the JCCC Student Success Center and new students' preferences for various media to provide information for the college's marketing and advertising efforts. A total of 4,181 surveys were distributed; 463 usable surveys were collected (11% response rate). Major findings include: (1) 36% of students surveyed indicated their educational objective was to transfer to another college or university; (2) 13% indicated their educational objective was to prepare to change careers; and (3) 12% cited preparation to enter the job market as their objective. In addition, the four factors cited by almost two-thirds of the new students as "heavily influencing the decision to attend JCCC" were: (1) class times fit their schedules; (2) courses offered at JCCC; (3) cost of attending; and (4) can work while attending. Appended are the survey instrument and cover letter. (Contains 25 tables.) (RC)

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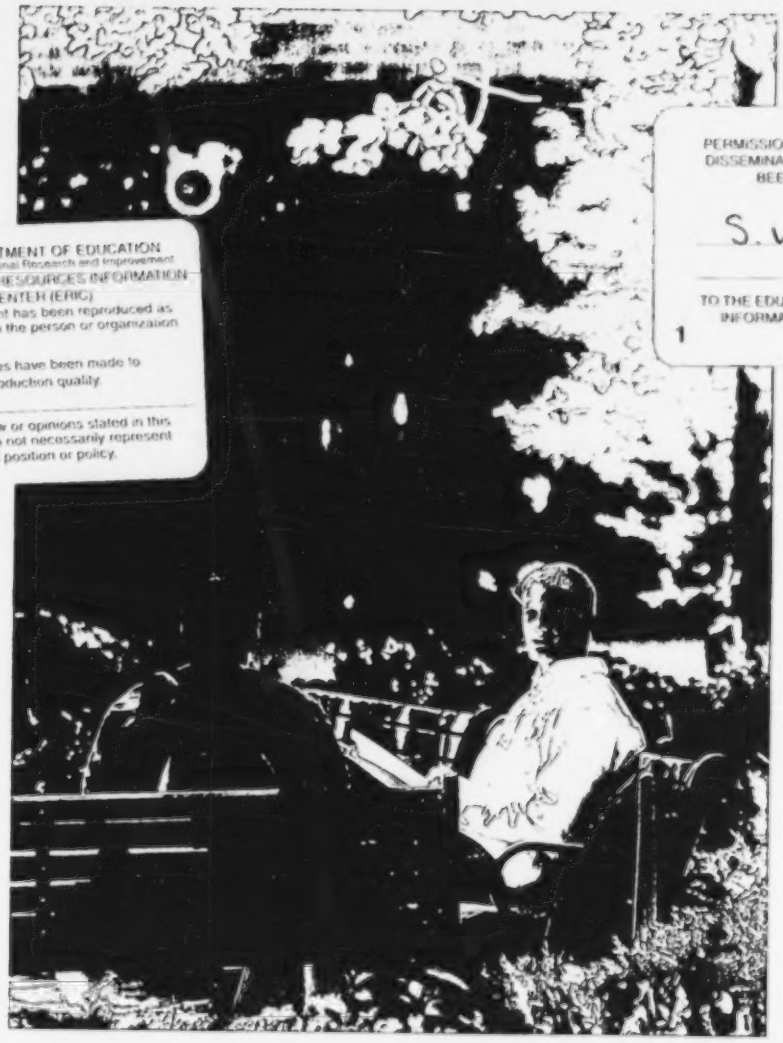
Fall 2001
New Student Survey



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FALL 2001
NEW STUDENT SURVEY

Johnson County Community College
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March 2002

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Purpose

The annual survey of new JCCC students was conducted in Fall 2001 to determine new students' educational objectives and what factors influence new students' decisions to attend Johnson County Community College. Questions were also asked about new students' preferences for various media to provide information for the college's marketing and advertising efforts. In addition, the Fall 2001 questionnaire included several questions of topical interest about the JCCC Student Success Center.

Methodology

Surveys were mailed the third week of October 2001 to 4,181 students who had been identified by the Admissions Office as new JCCC students. In total, 463 usable surveys were returned from students who reported having had no prior classes at JCCC, resulting in a response rate of 11.1%.

Major Findings

- Overall, new students' ratings of JCCC are very favorable. Almost nine in ten responding new students (88%) rate JCCC "excellent" or "good," 10% "average," and the remaining two percent "fair" or "poor".

- Students were asked to select three choices representing what they like best about JCCC from a list of fourteen features of the college. Forty-two percent of the respondents chose "inexpensive, reasonable" as what they like best about JCCC. About one-third liked the "attractive, well-maintained campus" and the "convenient location" best (34% and 33%, respectively). Three in ten (31%) responding new students liked the "small class sizes" best.

- New students surveyed named parking (52%) and the fact that JCCC is a two-year school (31%) as what they like least about JCCC.

- The percentage of respondents indicating that a campus service meets their needs ranged from a high of 92% for the Library to a low of 64% for Job Listing and Recruitment. Twelve of the campus services meet the needs of at least 80% of the students surveyed. Also meeting the needs of a large percentage of responding new students were the Computer Labs (91%), the Makeup and Telecourse Testing Lab (90%), the Business Office (90%), the Bookstore (88%), Admissions and Records (88%), and Food Service (87%).

- Over one-third (36%) of all new students surveyed indicated their educational objective was to transfer to another college or university. Nineteen percent cited personal interest/self-improvement.

- Thirteen percent of the respondents indicated their educational objective was to prepare to change careers; 12% cited their objective was to prepare to enter the job market. Eight

percent had an objective of exploring courses to decide on a career and eight percent of respondents desired to improve skills for their present job. Thus, over forty percent of the respondents indicated a career-related objective.

- Students were asked to indicate how much their decision to attend JCCC was influenced by each of fifteen factors listed on the survey. The following four factors were each cited by almost two-thirds of responding new students as a major influence: class times fit my schedule (65%), courses offered at JCCC (65%), cost of attending (65%), and can work while attending (64%).

- The most important sources from which new students heard about JCCC include from a friend or relative (49%), college catalog (35%), letters from the college (27%), schedule of classes (26%), and Internet/WWW (24%).

- The *Kansas City Star* was the most frequently-read newspaper with 31% of new students indicating they read this newspaper frequently or daily, plus an additional 22% reading it weekly (total 53%). These figures are more than double the readership of any other newspaper included in the survey.

- The top radio stations were KMXV-FM 93.3, KCHZ-FM 95.7, KRBZ-FM, and KQRC-FM 98.9, which were listened to by 38%, 37%, 36%, and 32% of new student respondents, respectively.

- The TV station watched most often by new students is KSHB NBC (29%). Almost one in four (23%) of the respondents indicated that they viewed cable networks. Viewership for three important stations is as follows: KMBC ABC (17%), WDAF FOX (15%), and KCTV CBS (13%).

- Fifty-two percent of responding students picked up their class schedule at JCCC and 41% received it in the mail.

- JCCC was the first choice of college/university for almost two-thirds (64%) of the new students surveyed.

- Forty-five percent of responding new students registered for class on-campus in mid-August, 38% took advantage of early registration in July, and 12% percent registered late during the first week of classes (an additional 4% said they didn't know when they registered).

- Thirty-six percent of responding new students registered for class using the Internet/WWW off-campus and an additional 16% registered using the Internet/WWW on-campus (total 52%). Three in ten new students registered in person and 17% registered by phone.

- Almost two-thirds of responding new students (65%) had heard of the Success Center prior to visiting it.

- Sixty-one percent of new student respondents visited the Success Center at least once this year, with over one-third (36%) visiting on three or more occasions. Seventy-one percent of traditional-age respondents visited the Success Center at least once this year, compared with 49% of respondents age 24 or older.

- New student respondents were asked to indicate whether they knew about each of thirteen Success Center services prior to visiting the Success Center. The level of prior awareness ranged from 18% for course reinstatement to 57% for Counseling. Half or more of responding new students indicated they had prior awareness of the following six services: Counseling (57%), Admissions (54%), drop/add classes (54%), Financial Aid (52%), academic advising (50%), and Internet access (50%).

- The highest percentage of new student respondents were "very" or "somewhat" satisfied with the following Success Center services: Internet access (67%), Admissions information (63%), drop/add classes (54%), Counseling (53%), and academic advising (53%). Although these percentages seem low, many respondents indicated they were neither satisfied nor dissatisfied with these services. Generally, fairly few respondents were dissatisfied with the services, with perhaps the exception of Counseling, Financial Aid, and transcripts, for which 20%, 17%, and 17% of respondents, respectively, indicated they were "somewhat" or "very" dissatisfied.

- Approximately three-quarters of respondents (74%) indicated they were "very" or "somewhat" satisfied with the Success Center overall, as well as with attitude of Success Center staff (74%).

- Other aspects of the Success Center with which at least six in ten respondents were "very" or "somewhat" satisfied include how easy it is to get questions answered (70%), attractiveness of environment (70%), staff knowledge/ competence (67%), space comfortable/uncrowded (64%), and the variety of resources available (62%).

- Only one in six respondents (16%) applied to any of the Kansas Board of Regents universities.

- Ninety-five percent of respondents who indicated they had applied for admission to any of the Kansas Board of Regents universities said they were accepted.

- The most prevalent age group is students age 18-20, which represents 40% of survey respondents. Traditional students (23 or younger) comprised 51% of those surveyed and nontraditional students (24 or older) comprised 49%. Twenty-eight percent of responding new students were in the 30-49 age group. The mean age of responding new students was 29.

- Seventy-one percent of new students responding to the survey were female. This is higher than the 55% of females in the student body as reported in the Fall 2001 Credit Enrollment Report.

- Over three-quarters (77%) of new student respondents listed Johnson County zip codes for their home and an additional eight percent listed Lawrence zip codes, The remaining new students were from Kansas City, Kansas (5%); and other Kansas areas (9%).

Purpose

In order to help fulfill one of JCCC's mission components, that of serving the current and emerging needs of the residents of Johnson County for higher academic education, the annual survey of new JCCC students was conducted in Fall 2001. The survey was conducted to determine new students' educational objectives and what factors influence new students' decisions to attend Johnson County Community College. Questions were also asked about new students' preferences for various media to provide information for the college's marketing and advertising efforts.

In addition, the Fall 2001 questionnaire included several questions of topical interest about the JCCC Student Success Center.

This survey was conducted for the first time in 1995.

Methodology

Surveys were mailed the third week of October 2001 to 4,181 students who had been identified by the Admissions Office as new JCCC students. In total, 463 usable surveys were returned from students who reported having had no prior classes at JCCC, resulting in a response rate of 11.1%.

Major findings are summarized in the bulleted points and figures on the following pages. Tabled results are in Appendix A and a copy of the survey is in Appendix B. New students' written comments from the surveys are recorded verbatim in a supplement to this report.

Please direct any questions or comments about this survey, as well as requests for the supplement of students' verbatim comments, to:

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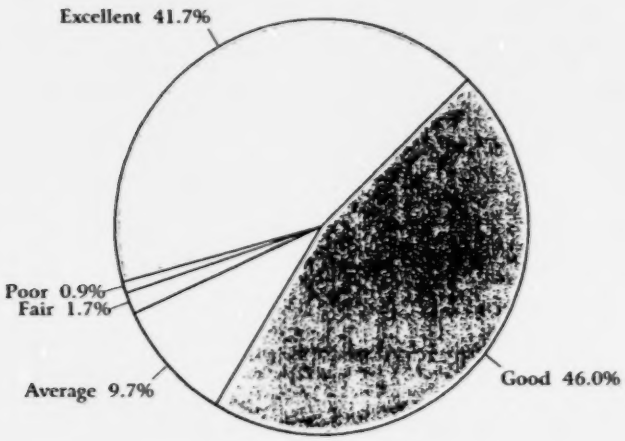
How do new students rate JCCC overall?

- Overall, new students' ratings of JCCC are very favorable. Almost nine in ten responding new students (88%) rate JCCC "excellent" or "good," 10% "average," and the remaining two percent "fair" or "poor". (See Table 1, Appendix A, and Figure 1, below.)

Figure 1
Overall Rating of JCCC

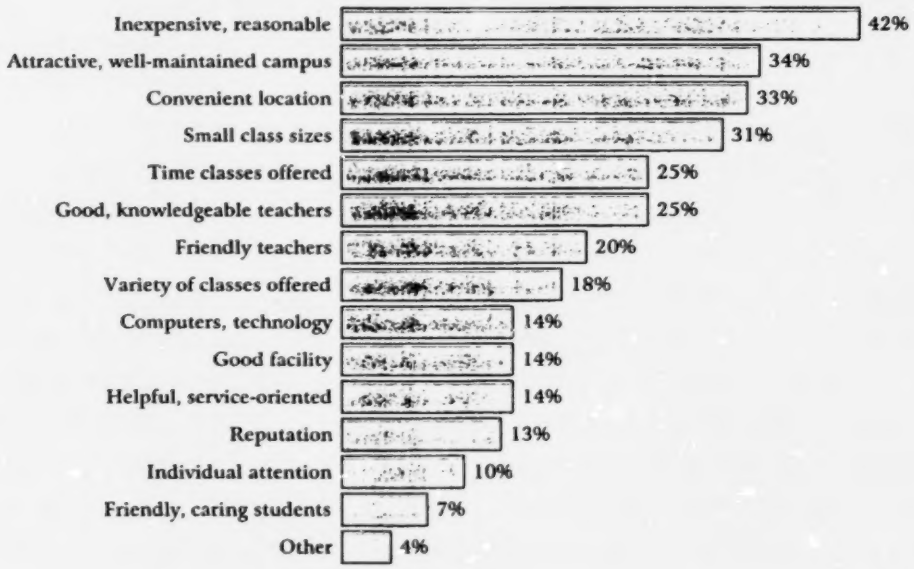


What do new students like best about JCCC?

- Students were asked to select three choices representing what they like best about JCCC from a list of fourteen features of the college. Forty-two percent of the respondents chose "inexpensive, reasonable" as what they like best about JCCC. (See Table 2, Appendix A, and Figure 2, below.) About one-third liked the "attractive, well-maintained campus" and the "convenient location" best (34% and 33%, respectively). Three in ten (31%) responding new students liked the "small class sizes" best.

- Features important to approximately one-quarter of responding new students were "times classes are offered" and "good, knowledgeable teachers" (25% each).

Figure 2
What Students Like Best About JCCC

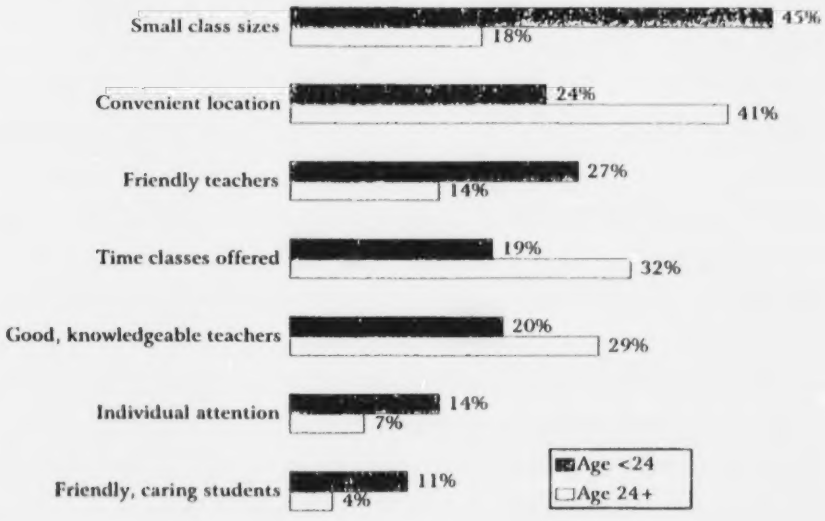


- "Friendly teachers" and "variety of classes offered" were each chosen by about one in five respondents as what they like best about JCCC (20% and 18%, respectively).

- Differences were apparent between what traditional students (age 23 or younger) and nontraditional students (age 24 or older) like best about JCCC. Major differences between these two groups are depicted in Figure 3 on the next page. More than twice as many traditional students - 45% - like small class sizes best, compared with 18% of nontraditional students.

- A larger proportion of nontraditional students compared with traditional students selected the following features as what they like best about JCCC: convenient location (41% vs. 24%) and times classes are offered (32% vs. 19%).

Figure 3
Major Differences in What Students Like Best About JCCC by Age Group

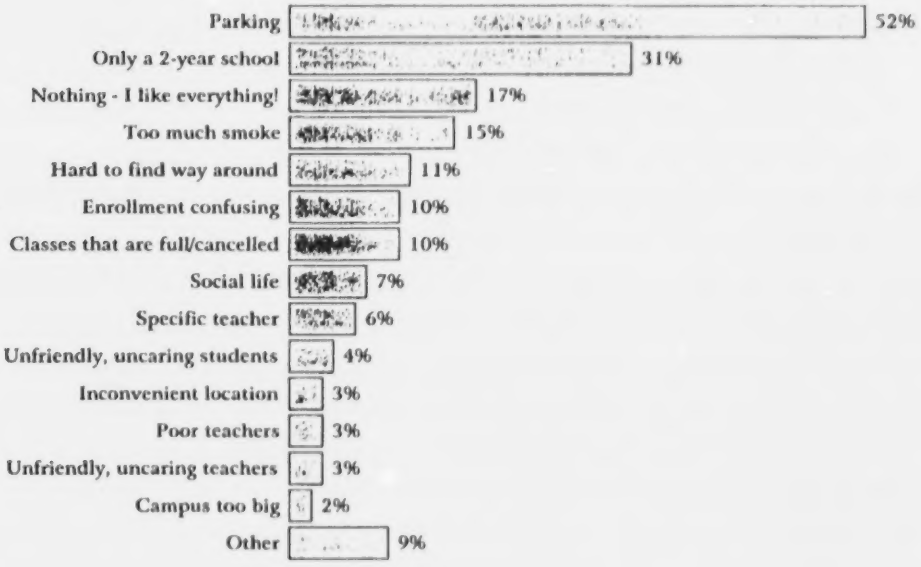


WHAT STUDENTS LIKE LEAST

What do new students like least about JCCC?

- New students surveyed named parking (52%) and the fact that JCCC is a two-year school (31%) as what they like least about JCCC (see Table 3, Appendix A, and Figure 4, below).

Figure 4
What Students Like Least About JCCC



- A wide variety of "dislikes" was reported by the new students. Other than parking and JCCC's status as a two-year school, the most prevalent "dislikes" were:

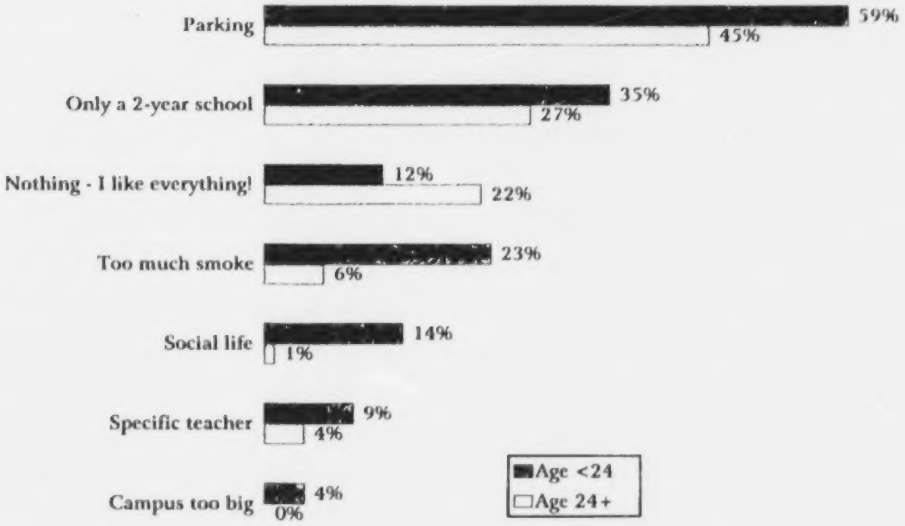
  -- too much smoke (15%)
  -- hard to find way around campus (11%)
  -- enrollment confusing, complicated (10%)
  -- classes that are full/canceled (10%)

- Seventeen percent of the respondents like *everything* about JCCC!

- Differences in what students like least about JCCC by age group are depicted in Figure 5, below. The greatest differences are for parking (59% of traditional students like parking least, compared with 45% of nontraditional students), too much smoke (23% compared with 6%), the fact that JCCC is only a two-year school (35% compared with 27%), and the social life (14% compared with 1%).

- Twenty-two percent of nontraditional-age new student respondents indicated they liked everything about JCCC, compared with 12% of traditional-age respondents.

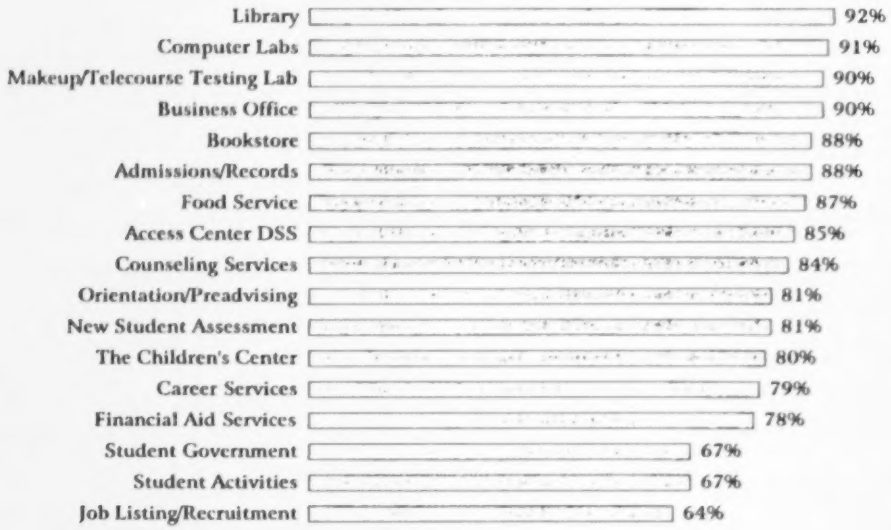
Figure 5
Major Differences in What Students Like Least About JCCC by Age Group



Do campus services meet students' needs?

- For each of seventeen campus services listed, new students surveyed were asked if the service meets their needs or whether it needs improvement (they could also respond, "Don't know"). (See Table 4, Appendix A, and Figure 6, below.)

Figure 6
Campus Services:
Percent of Respondents Indicating Service Meets Their Needs



- The percentage of respondents indicating that a campus service meets their needs ranged from a high of 92% for the Library to a low of 64% for Job Listing and Recruitment. Twelve of the campus services meet the needs of at least 80% of the students surveyed. Also meeting the needs of a large percentage of responding new students were the Computer Labs (91%), the Makeup and Telecourse Testing Lab (90%), the Business Office (90%), the Bookstore (88%), Admissions and Records (88%), and Food Service (87%).

- The three campus services with the lowest percentages of needs met are Student Government (67%), Student Activities (67%), and Job Listing and Recruitment (64%); although, as noted, even these services met the needs of approximately two-thirds of respondents.

Note: Percentages are calculated *excluding* responses from students who marked "Don't know." The percentage of total respondents marking "Don't know" as their response varied widely for the 17 services, ranging from a low of 9% for the Bookstore to a high of 87% for the Children's Center.

- Survey results indicate that three services, Student Government, Student Activities, and Job Listing and Recruitment, meet the needs of a much lower percentage of traditional students than nontraditional students: 60% vs. 91%, respectively, for Student Government; 59% vs 85%, respectively, for Student Activities; and 62% vs 70%, respectively, for Job Listing and Recruitment (See Table 4, Appendix A.)

- Food Service meets the needs of a higher percentage of traditional (91%) than nontraditional students (83%).

- There were also important differences between responses by females and males. Several campus services meet the needs of a greater number of female than male respondents: Student Government - 74% vs. 50% , New Student Assessment and Placement - 84% vs. 72%, Student Activities - 71% and 58%, and Job Listing and Recruitment - 68% vs. 56%, respectively.

What is the primary educational objective of new students?

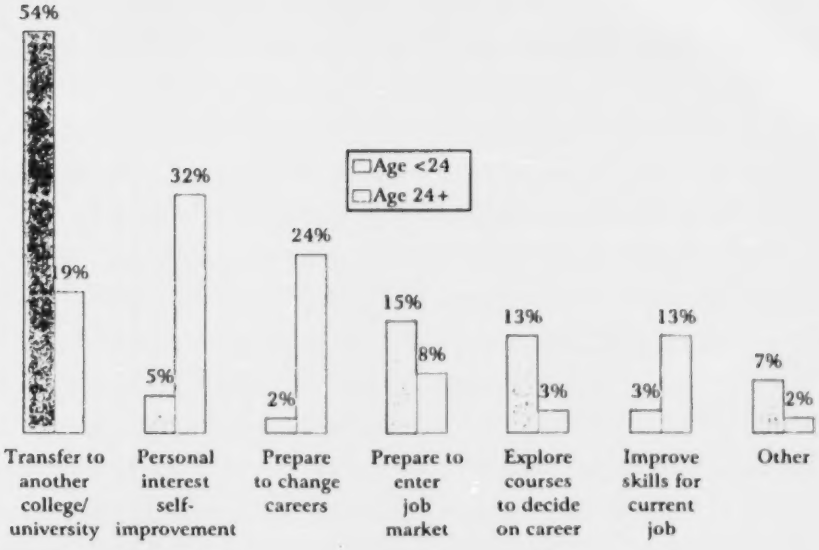
- Over one-third (36%) of all new students surveyed indicated their educational objective was to transfer to another college or university. Nineteen percent cited personal interest/self-improvement. (See Table 5, Appendix A, and Figure 7, below.)

- Thirteen percent of the respondents indicated their educational objective was to prepare to change careers; 12% cited their objective was to prepare to enter the job market. Eight percent had an objective of exploring courses to decide on a career and eight percent of respondents desired to improve skills for their present job. Thus, over forty percent of the respondents indicated a career-related objective.

- Just under half (48%) of nontraditional students and 34% of traditional students had career-related objectives. (See Table 5, Appendix A, and Figure 7, below.) The most common educational objective for traditional students was to transfer to another college or university (given by 54% of this group). Secondary objectives for this group included preparing to enter the job market (15%) and exploring courses to decide on a career (13%).

- No single educational objective was cited by a majority of nontraditional students (age 24 and older). The three most prevalent objectives for this group were personal interest/ self-improvement (32%), preparing to change careers (24%), and transferring to another college/university (19%).

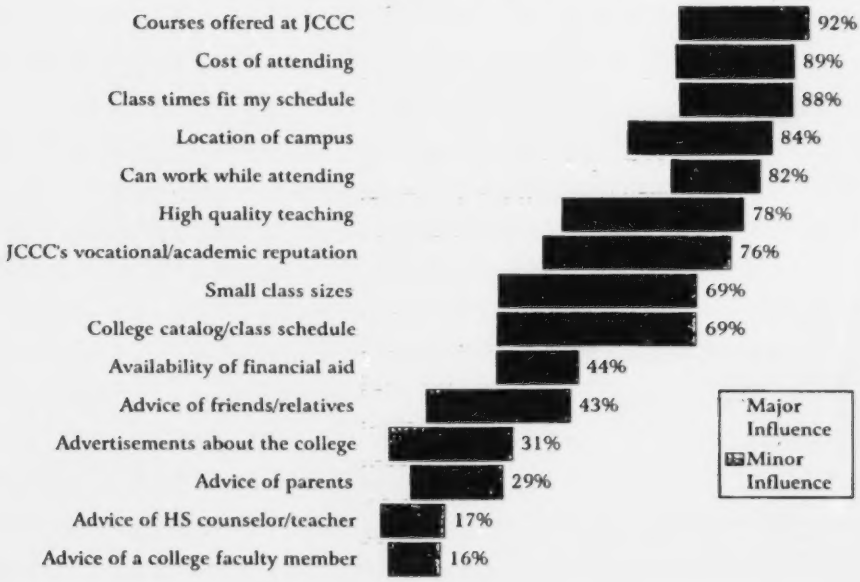
Figure 7
Educational Objective by Age Group



What factors influence new students' decision to attend JCCC?

- Students were asked to indicate how much their decision to attend JCCC was influenced by each of fifteen factors listed on the survey. The following four factors were each cited by almost two-thirds of responding new students as a major influence: class times fit my schedule (65%), courses offered at JCCC (65%), cost of attending (65%), and can work while attending (64%). (See Table 6, Appendix A, and Figure 8, below.)

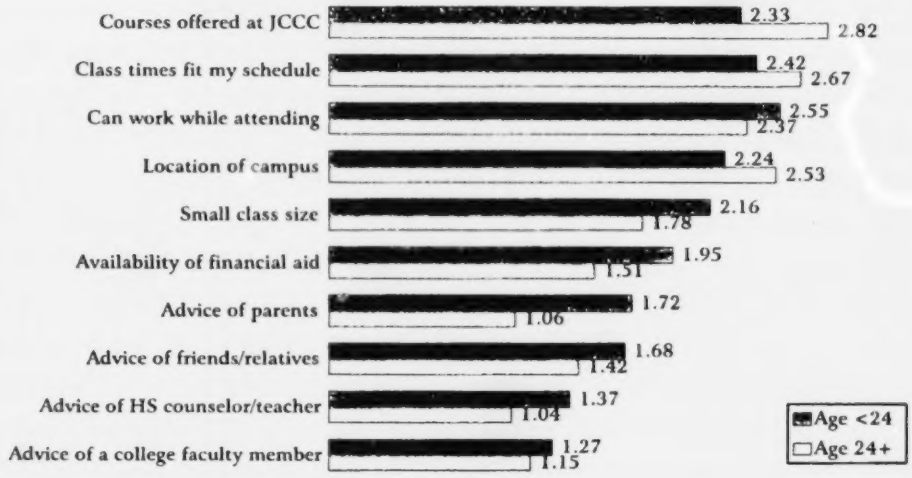
Figure 8
Influences on Decision to Attend JCCC



- In addition to the four major influences listed above, the following were also all listed as a major or minor influence by at least two-thirds of responding new students: location of campus (84%), high quality teaching (78%), JCCC's vocational/academic reputation (76%), small class sizes (69%), and college catalog/class schedule/brochures (69%).

- That traditional students are influenced by different factors than are nontraditional students is evident by the disparity in the mean influence ratings depicted in Figure 9, next page, and contained in Table 6, Appendix A. Nontraditional students indicated courses offered at JCCC (mean=2.82), class times fit my schedule (mean=2.67), and the location of the JCCC campus (mean=2.53) were a greater influence than they were for traditional students (means= 2.33, 2.42, and 2.24, respectively).

Figure 9
Mean Ratings of Influences on Decision to Attend by Age Group
(Scale: 3=Major influence, 2=Minor influence, 1=Not an influence)



- The following were all greater influences for traditional students than for nontraditional students, as evidenced by higher mean scores (traditional students' mean scores are listed first): can work while attending (mean=2.55 vs. 2.37), small class sizes (mean=2.16 vs. 1.78), availability of financial aid (mean=1.95 vs. 1.51), advice of parents (mean=1.72 vs. 1.06), and advice of a high school counselor/teacher (mean=1.37 vs. 1.04), and advice of a college faculty member (mean=1.27 vs. 1.15).

- Greater influences for females than males include the following (females' mean scores are listed first): availability of financial aid (mean=1.83 vs. 1.48), college catalog/class schedule/brochures (mean=2.04 vs. 1.81), advertisements about the college (mean=1.41 vs. 1.26), and courses offered at JCCC (mean=2.61 vs. 2.49).

How do new students hear about JCCC?

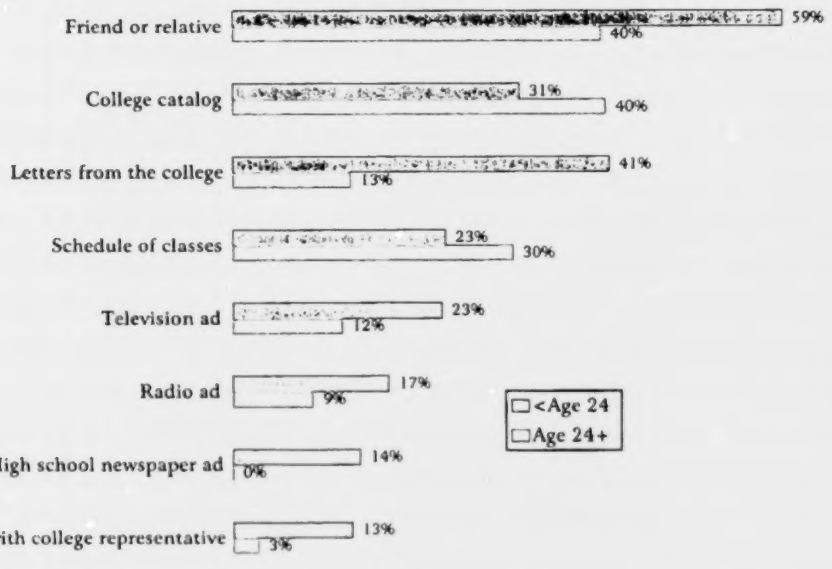
- The most important sources from which new students heard about JCCC include from a friend or relative (49%), college catalog (35%), letters from the college (27%), schedule of classes (26%), and Internet/WWW (24%). (See Table 7, Appendix A.)

- There are several differences by age in sources from which the students heard about JCCC. (See Table 7, Appendix A, and Figure 10, below.) Some of these are expected: a higher percentage of traditional students (41%) cited, "letters from the college," as a source than did nontraditional students (13%). Also, 14% of traditional students reported high school newspaper ads as a source, compared with almost none of the nontraditional students.

- Other differences include: 59% of the traditional students listed, "from a friend or relative," compared with 40% of nontraditional students; 23% of nontraditional students heard about JCCC from the schedule of classes compared with 30% of traditional students.

- In addition, 23% of traditional students heard about JCCC from a television ad, compared with only 12% of nontraditional students; 13% of traditional students talked with a JCCC representative, compared with three percent of nontraditional students.

Figure 10
Differences in How Students Heard About JCCC by Age Group

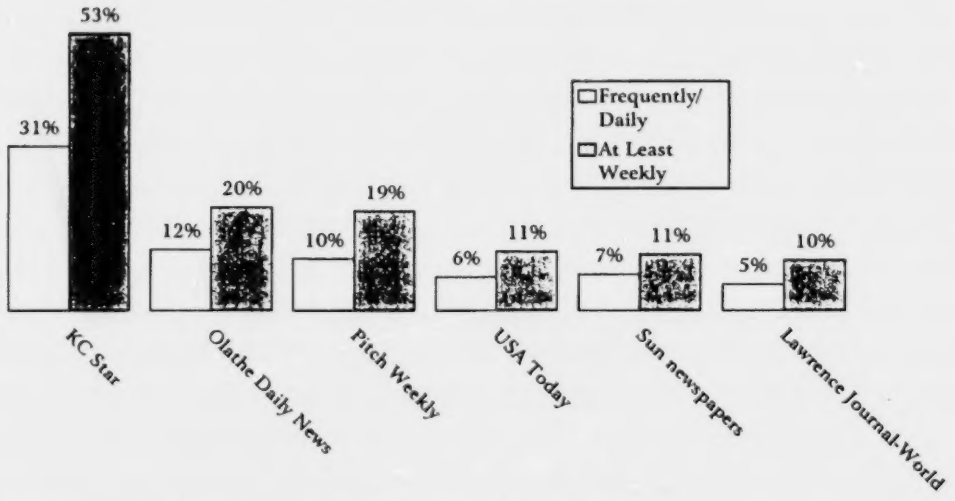


- The percentage of female respondents who indicated they heard about JCCC through letters from the college (31%) was higher than the percentage of male respondents (17%).

Which newspapers do new JCCC students read most frequently?

- The *Kansas City Star* was the most frequently-read newspaper with 31% of new students indicating they read this newspaper frequently or daily, plus an additional 22% reading it weekly (total 53%). (See Table 8, Appendix A, and Figure 11, below.) These figures are more than double the readership of any other newspaper included in the survey. Frequency of readership for the *Olathe Daily News* and *Pitch Weekly* is lower, with 20% and 19%, respectively of student respondents reading these newspapers at least weekly.

Figure 11
Mean Frequency of Newspaper Readership



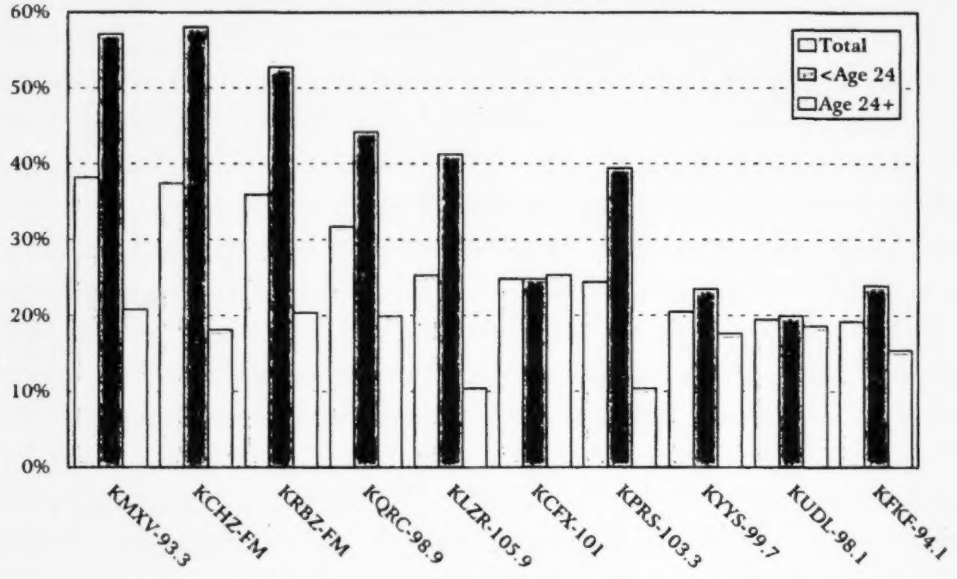
- Fewer traditional-age students (40%) read the *Kansas City Star* at least weekly, compared with 64% of students age 24 or older.

- In general, the frequency of readership for female respondents is lower than for male respondents.

Which radio stations do new JCCC students prefer?

- The top radio stations were KMXV-FM 93.3, KCHZ-FM 95.7, KRBZ-FM, and KQRC-FM 98.9, which were listened to by 38%, 37%, 36%, and 32% of new student respondents, respectively. (See Table 9, Appendix A, and Figure 12, below.)

Figure 12
Top Ten Radio Stations by Age Group



- Other radio stations preferred by new students include KLZR-FM 105.9 (25%), KCFX-FM 101.1 (25%), and KPRS-FM 103 (24%).

- In general, a higher percentage of traditional new students listen to the radio than do nontraditional new students. Traditional students' top radio stations were KCHZ, KMXV, and KRBZ (listened to by 58%, 57%, and 53% of this group, respectively). Other important stations for this group were KQRC (44%) and KLZR (41%).

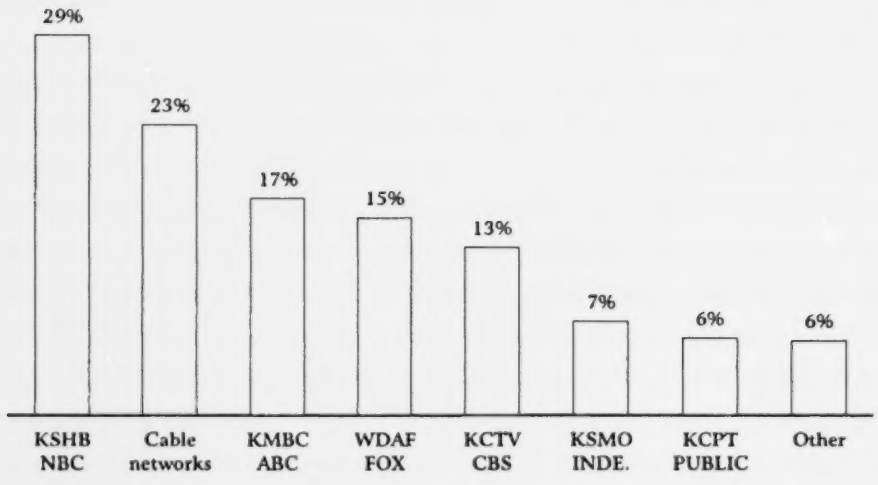
- Nontraditional students' top radio stations include (all fm stations) KCFX (25%), KMXV (21%), KRBZ (20%), KFME (20%), KQRC (20%), KLJZ (19%), KUDL (19%), KCHZ (18%), and KYYS (18%).

- There were also considerable differences in the percentage of listeners by gender. In general, higher percentages of females than males indicated they listened to the radio. Some of the largest differences between females and males were for KMXV (46% vs. 23%), KCHV (42% vs. 27%), and KRBZ (40% vs. 27%). (See Table 9, Appendix A.)

Which TV stations do new JCCC students watch most often?

- The TV station watched most often by new students is KSHB NBC (29%). Almost one in four (23%) of the respondents indicated that they viewed cable networks most often. Respondents selected the following stations as the one they watched most often as follows: KMBC ABC (17%), WDAF FOX (15%), and KCTV CBS (13%). KSMO independent television and KCPT public television had 7% and 6% viewership, respectively. (See Table 10, Appendix A, and Figure 13, below.)

Figure 13
TV Station Watched Most Often



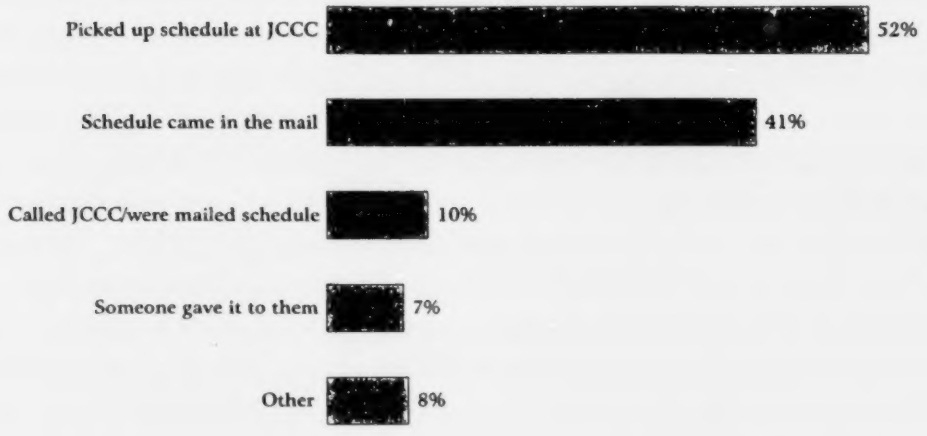
- There were large differences in viewership of the top two television viewing choices by gender. Thirty-seven percent of male students preferred cable networks compared with 17% of female students. Thirty-five percent of female students preferred KSHB NBC compared with 17% of male students. (See Table 10, Appendix A.)

- There were some significant differences in TV viewership between traditional and nontraditional students as well. Among the most noticeable is that 29% of traditional students (age 23 or younger) preferred cable networks compared to 17% of nontraditional students.

How did new JCCC students receive their class schedule?

- Fifty-two percent of students responding picked up their class schedule at JCCC and 41% received it in the mail (see Table 11, Appendix A, and Figure 14, below).

Figure 14
How Students Obtained Class Schedule
(Multiple responses allowed)

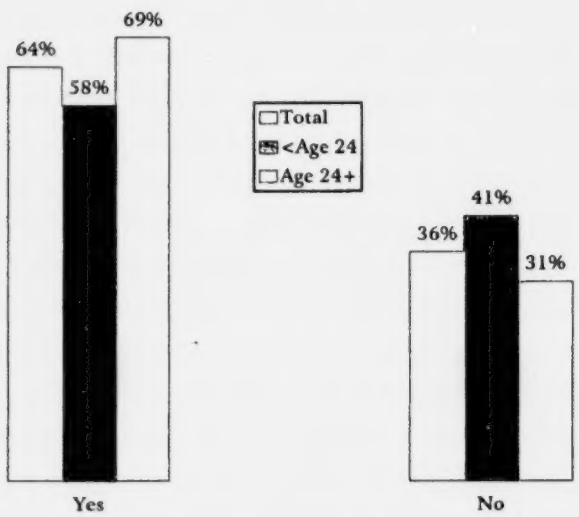


WAS JCCC STUDENTS' FIRST CHOICE?

Was JCCC students' first choice of college/university?

- JCCC was the first choice of college/university for almost two-thirds (64%) of the new students surveyed. (See Table 12, Appendix A, and Figure 15, below.)

Figure 15
Was JCCC Students' First Choice of College/University?



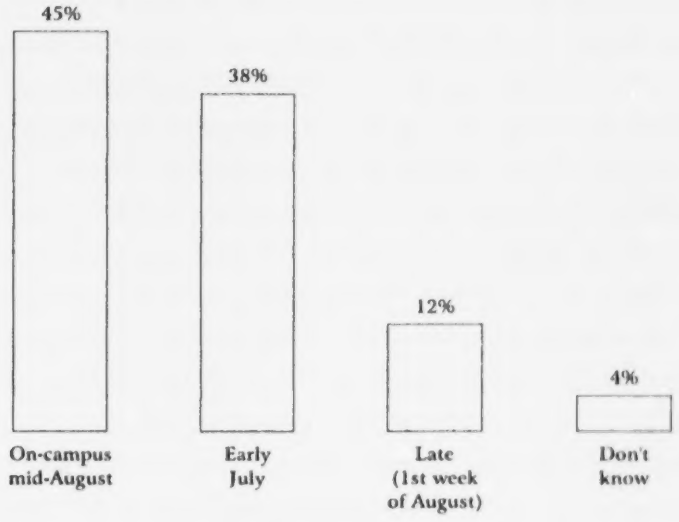
- A higher percentage of nontraditional students than traditional students (69% vs. 58%) indicated that JCCC was their first choice of college/university.

When did new JCCC students register for class?

- Forty-five percent of responding new students registered for class on-campus in mid-August, 38% took advantage of early registration in July, and 12% percent registered late during the first week of classes (an additional 4% said they didn't know when they registered). (See Table 13, Appendix A, and Figure 16, below.)

- More male respondents registered in mid-August on campus than did female respondents (54% compared with 41%). More female respondents registered early (July) than did male respondents (42% vs. 31%).

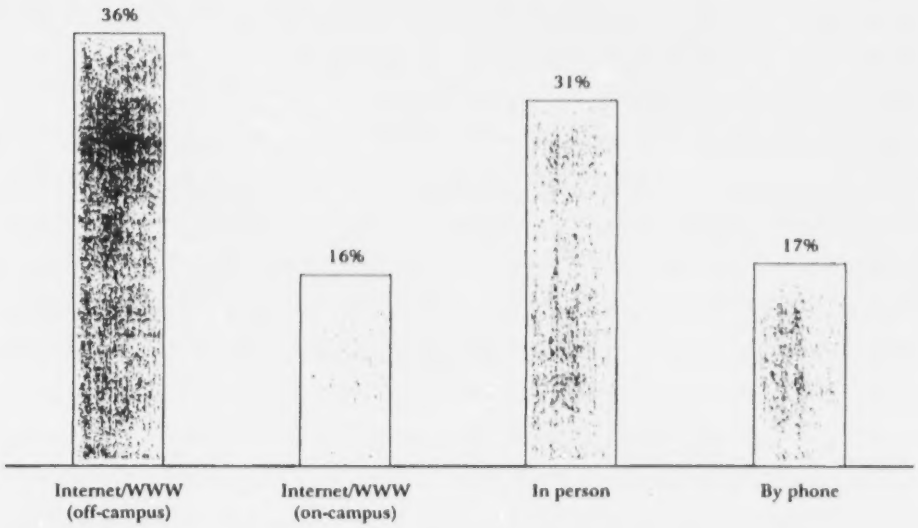
Figure 16
When Students Registered for Class



How did new JCCC students register for class?

- Thirty-six percent of responding new students registered for class using the Internet/WWW off-campus and an additional 16% registered using the Internet/WWW on-campus (total 52%). Three in ten new student respondents registered in person and 17% registered by phone. (See Table 14, Appendix A, and Figure 17, below).

Figure 17
How Students Registered for Class



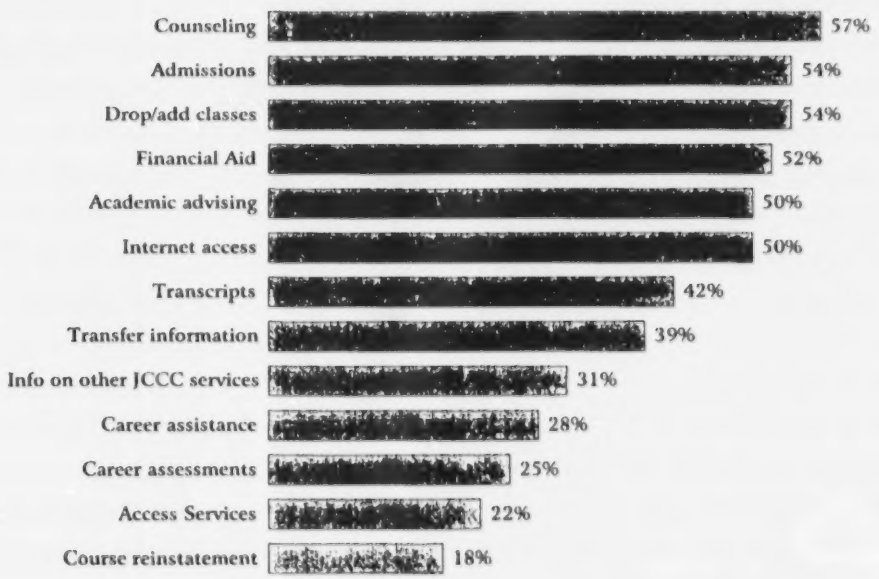
What was the level of new student awareness of Success Center services prior to visiting?

- Almost two-thirds of responding new students (65%) had heard of the Success Center prior to visiting. (See Table 15, Appendix A.) This figure was higher for traditional-age respondents (75%) and lower for responding students age 24 and older (56%).

- Sixty-one percent of new student respondents visited the Success Center at least once this year, with over one-third (36%) visiting on three or more occasions. Seventy-one percent of traditional-age respondents visited the Success Center at least once this year, compared with 49% of respondents age 24 or older. (See Table 16, Appendix A.)

- Respondents were asked to indicate whether they knew about each of thirteen Success Center services prior to visiting the Success Center. The level of prior awareness ranged from 18% for course reinstatement to 57% for Counseling. (See Appendix A, and Figure 18, below.) Half or more of responding new students indicated they had prior awareness of the following six services: Counseling (57%), Admissions (54%), drop/add classes (54%), Financial Aid (52%), academic advising (50%), and Internet access (50%).

Figure 18
Prior Awareness of Success Center Services

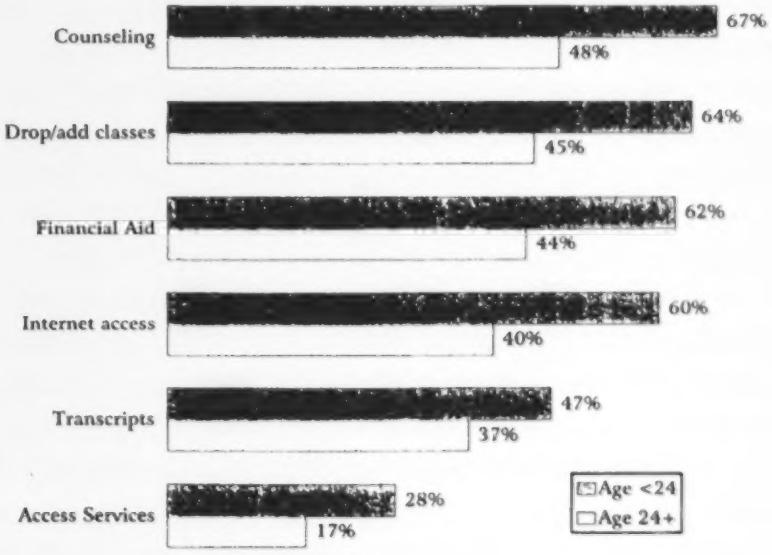


29

- Success Center services with the lowest level of new student awareness include course reinstatement (18%), Access Services (22%), and career assessments (25%).

- The level of prior awareness of Success Center services differs by age group (see Figure 19, below, and Table 17, Appendix A). Generally, more traditional-age new student respondents than nontraditional respondents have prior awareness of Success Center services. The most pronounced differences are for Counseling (67% vs. 48%), drop/add classes (64% vs. 45%), Financial Aid (62% vs. 44%), and Internet access (60% vs. 40%). *(Note: The percentage for traditional-age students is listed first.)*

Figure 19
Prior Awareness of Success Center Services by Age Group

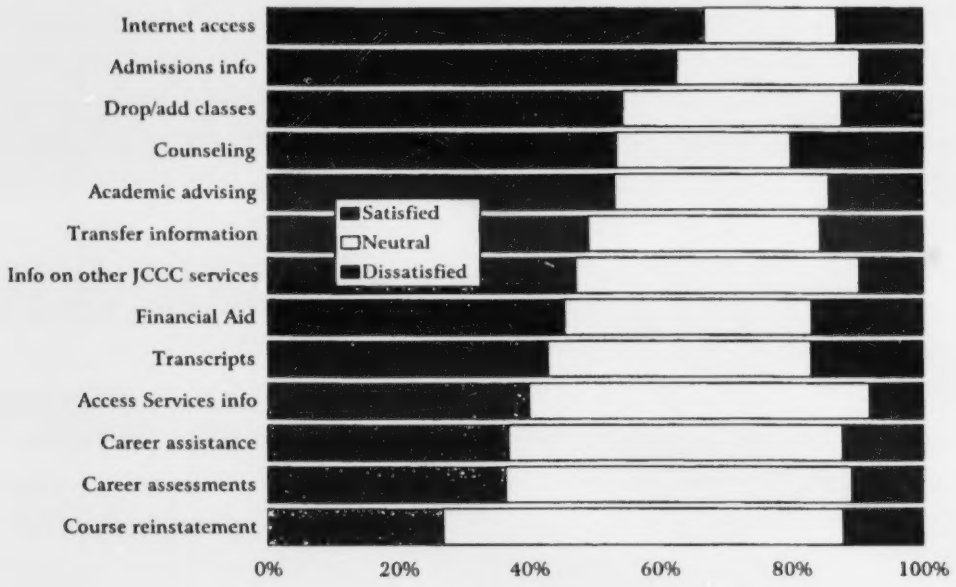


- In general, the percentage of female new student respondents who indicated prior awareness of Success Center services was slightly higher than the corresponding percentage of male new student respondents. Differences were greatest for Financial Aid (56% vs. 47%) and career assessments (27% vs. 19%).

How satisfied are new students with Success Center services?

- The highest percentage of new student respondents were "very" or "somewhat" satisfied with the following Success Center services: Internet access (67%), Admissions information (63%), drop/add classes (54%), Counseling (53%), and academic advising (53%). (See Table 18, Appendix A, and Figure 20.) Although these percentages seem low, many respondents indicated they were neither satisfied nor dissatisfied with the service (represented by yellow in Figure 20). Generally, fairly few respondents indicated they were dissatisfied with the services, with the exception of Counseling, Financial Aid, and transcripts, for which 20%, 17%, and 17% of respondents, respectively, indicated they were "somewhat" or "very" dissatisfied.

Figure 20
Satisfaction with Success Center Services



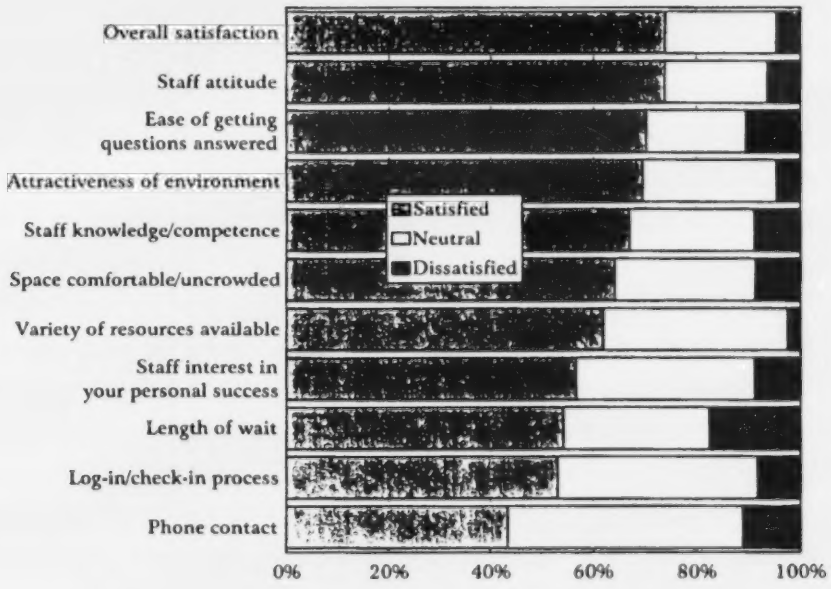
How satisfied are new students with various aspects of the Success Center?

- Approximately three-quarters of respondents (74%) indicated they were "very" or "somewhat" satisfied with the Success Center overall, as well as with staff attitude (74%). (See Table 19, Appendix A, and Figure 21, below.)

- Other aspects of the Success Center with which at least six in ten respondents were "very" or "somewhat" satisfied include how easy it is to get questions answered (70%), attractiveness of environment (70%), staff knowledge/competence (67%), space comfortable/uncrowded (64%), and the variety of resources available (62%).

- In general, only one in ten respondents (or fewer) were dissatisfied with aspects of the Success Center. The sole exception to this was the length of wait (18% indicated they were "very" or "somewhat" dissatisfied with this aspect of the Success Center).

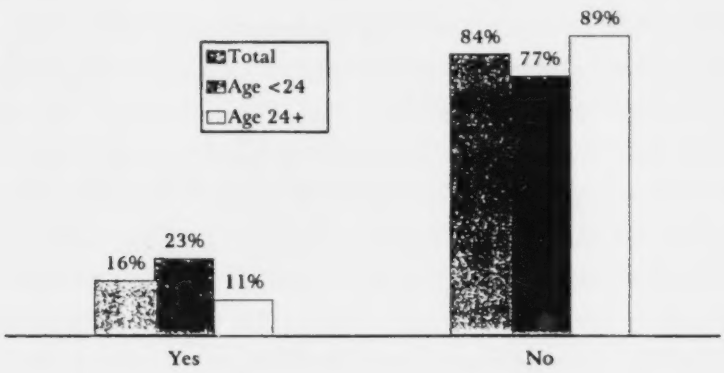
Figure 21
Satisfaction with Aspects of the Success Center



How many of the new students surveyed applied to other Kansas Board of Regents universities?

- Only one in six respondents (16%) applied to any of the Kansas Board of Regents universities. (See Table 20, Appendix A, and Figure 22, below.) This figure was higher (23%) for traditional-age respondents and lower (11%) for nontraditional-age respondents.

Figure 22
Did Student Apply to Any Kansas Board of Regents University?



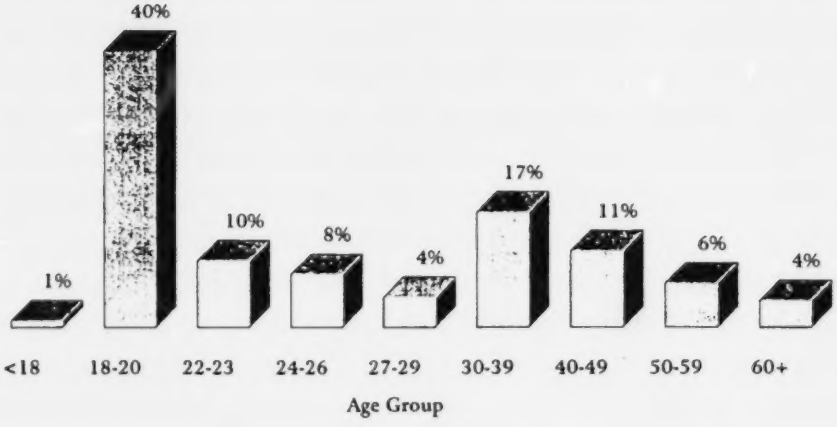
- Ninety-five percent of respondents who indicated they had applied for admission to any Kansas Board of Regents university said they were accepted.

What are the demographic characteristics of the new students?

Age

- The most prevalent age group is students age 18-20, which represents 40% of survey respondents. Traditional students (23 or younger) comprised 51% of those surveyed and nontraditional students (24 or older) comprised 49%. (See Table 21, Appendix A, and Figure 23, below.)

Figure 23
Age



- Twenty-eight percent of responding new students were in the 30-49 age group.
- The mean age of responding new students was 29 years.

Gender

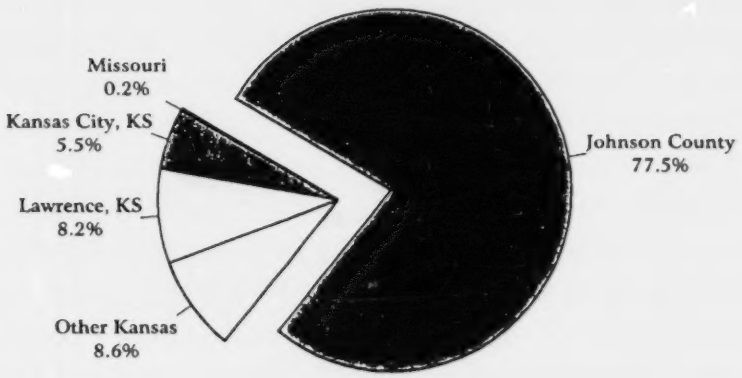
- Seventy-one percent of new students responding to the survey were female. This is higher than the 55% of females in the student body as reported in the Fall 2001 Credit Enrollment Report.

Where do new JCCC students live?

- Over three-quarters (77%) of the new student respondents listed Johnson County zip codes for their home and an additional eight percent listed Lawrence zip codes. The remaining respondents were from Kansas City, Kansas (5%); and other Kansas areas (9%). (See Table 22, Appendix A, and Figure 24, below.)

- Table 23 (Appendix A) details the breakdown of new student respondent zip codes within Johnson County.

Figure 24
Residence of New Students
(based on zip codes)



How do results from the 2001 and 2000 New Student Surveys compare?

- Results from the 2001 and 2000 New Student Surveys are similar in many respects. Selected findings that differ for these two years are presented in Table 24, Appendix A, and are discussed below.

- The overall rating of JCCC for 2001 was 4.26, compared with 4.13 for 2000 (on a 5-point scale with 5="excellent" and 4="good").

- In 2001, the mean age of respondents was higher, 29.2 years compared with 26.9 in 2000.

- The percentage of respondents who registered by phone increased to 17% in 2001 from 13% in 2000; the percentage who registered using the Internet/WWW declined from 57% in 2000 to 52% in 2001.

- The mean influence of JCCC's vocational/academic reputation on respondents' decision to attend JCCC increased from 2.01 in 2000 to 2.13 in 2001 (3-point scale, with 3="major," 2="minor," and 1="not an influence").

- The percentage of respondents indicating that they heard about JCCC from a friend or relative declined from 56% in 2000 to 49% in 2001. The percentage of respondents indicating that they heard about JCCC from "letters from the college" increased to 27% in 2001 from 20% in 2000.

- The percentage of respondents indicating that Student Government met their needs declined from 75% in 2000 to 67% in 2001. The percentage of responding students who indicated that Financial Aid Services and Career Services met their needs increased slightly between 2000 and 2001, from 71% and 73% to 78% and 79%, respectively.

- Listenership of KYYS -102.1 FM increased from 15% in 2000 to 21% in 2001.

- Viewership of cable networks declined from 27% in 2000 to 23% in 2001, as did respondent choice of WDAF FOX as the station watched most often (from 20% in 2000 to 15% in 2001), while respondent choice of KCTV CBS as the station watched most often increased from nine percent in 2000 to 13% in 2001.

APPENDIX A

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Table 1

OVERALL RATING OF JCCC

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Excellent (5)	41.7%	38.9%	45.2%	41.5%	43.6%
Good (4)	46.0	48.2	43.4	45.6	45.9
Average (3)	9.7	10.6	8.1	10.1	8.3
Fair (2)	1.7	1.3	2.3	2.2	0.8
Poor (1)	0.9	0.9	0.9	0.6	1.5
MEAN	4.26	4.23	4.30	4.25	4.29
No. of respondents	463	226	221	318	133

Note: Sub-groups may not add to the total due to missing responses.

Table 2

WHAT STUDENTS LIKE BEST ABOUT JCCC

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Inexpensive, reasonable	42.1%	39.8%	43.9%	44.3%	36.1%
Attractive, well-maintained campus	33.7	32.7	33.9	32.1	37.6
Convenient location	32.6	23.5	41.2	32.1	33.1
Small class sizes	31.1	44.7	18.1	32.0	29.3
Times classes offered	25.1	18.6	31.7	24.5	24.8
Good, knowledgeable teachers	24.8	20.4	29.4	23.0	29.3
Friendly teachers	20.1	27.0	13.6	22.0	15.0
Variety of classes offered	18.1	17.7	18.6	18.6	18.0
Computers, technology	14.0	15.9	12.7	14.2	14.3
Helpful, service-oriented	13.8	13.3	14.0	12.3	18.0
Good facility	13.6	10.6	15.8	11.9	16.5
Reputation	12.7	11.1	14.5	14.2	10.5
Individual attention	10.4	14.2	6.8	10.7	10.5
Friendly, caring students	7.1	10.6	4.1	8.2	5.3
Other	4.1	3.1	5.0	4.1	3.8
No. of respondents	463	226	221	318	133

Note: Multiple responses allowed. Percentages based on the number of respondents who answered the question. Sub-groups may not add to the total due to missing responses.

Table 3

WHAT STUDENTS LIKE LEAST ABOUT JCCC

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Parking	52.1%	58.8%	45.2%	54.1%	47.4%
Only a two-year school	30.7	35.0	27.1	32.4	26.3
Nothing - I like everything!	16.6	11.5	22.2	16.0	19.5
Too much smoke	14.7	23.0	6.3	14.5	15.0
Hard to find way around campus	10.6	11.1	10.0	11.3	7.5
Enrollment confusing, complicated	10.2	11.1	8.6	9.4	10.5
Classes that are full/cancelled	9.7	9.3	9.5	8.2	12.0
Social life	6.9	13.7	0.5	5.3	11.3
Specific teacher	6.3	8.8	3.6	7.5	3.0
Unfriendly, uncaring students	3.7	5.3	2.3	3.1	5.3
Poor teachers	3.2	2.7	4.1	3.5	3.0
Inconvenient location	2.6	2.7	1.8	2.5	1.5
Unfriendly, uncaring teachers	2.6	2.7	2.3	2.2	3.8
Campus too big	1.9	4.0	0.0	1.9	2.3
Other	8.9	8.4	9.0	8.8	9.0
No. of respondents	463	226	221	318	133

Note: Multiple responses allowed. Percentages based on the number of respondents who answered the question. Sub-groups may not add to the total due to missing responses.

Table 4

DO CAMPUS SERVICES MEET STUDENTS' NEEDS?

	Meets Needs	Needs Improve-ment	Don't know	% Responding "Meets Needs" Age <24	Age 24+	Female	Male
Library	92.4%	7.6%	36.1%	92.5%	92.7%	91.8%	96.1%
Computer Labs	91.2	8.8	44.1	91.3	90.5	91.9	89.2
Makeup and Telecourse Testing Lab	90.1	9.9	68.5	85.1	97.8	91.4	85.7
Business Office	90.1	9.9	59.8	89.0	90.4	90.2	88.9
Admissions and Records Office	88.4	11.6	32.8	88.3	87.8	87.6	90.5
Bookstore	88.0	12.0	8.6	89.2	87.7	90.1	84.9
Food Service	87.2	12.8	47.5	90.6	83.0	89.0	85.9
ACCESS Center Disabled Student Services	84.6	15.4	83.2	83.3	86.7*	83.9	85.7
Counseling Services	83.5	16.5	32.6	85.4	80.5	83.3	84.1
New Student Assessment and Placement	80.9	19.1	41.5	76.3	88.2	84.0	72.1
Orientation and Preadvising	80.8	19.2	38.9	80.4	81.3	81.7	78.6
The Children's Center	80.0	20.0	87.0	84.6*	81.3*	85.0*	77.8*
Career Services	79.1	20.9	62.4	78.0	81.1	80.0	79.5
Financial Aid Services	77.9	22.1	55.1	77.3	80.3	80.1	73.7
Student Government	66.7	33.3	83.8	59.5	90.9*	73.5	50.0*
Student Activities	66.7	33.3	71.9	59.2	85.2*	71.4	57.6
Job Listing and Recruitment	64.0	36.0	70.0	61.8	69.7	68.0	55.9

Note: "Meets Needs" and "Needs Improvement" percentages are based on total responding to the question excluding those responding, "Don't know."
*Small sample (<30).

Table 5

EDUCATIONAL OBJECTIVE

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Transfer to another college/university	35.6%	53.6%	18.6%	36.7%	32.4%
Personal interest/self-improvement	19.4	5.1	31.6	17.0	23.9
Prepare to change careers	12.9	2.1	24.1	11.9	15.5
Prepare to enter job market	11.5	15.3	8.0	13.4	7.0
Explore courses to decide on career	8.2	13.2	3.4	8.4	8.5
Improve skills for present job	8.0	3.4	12.7	8.4	7.7
Remedy or review basic skills	2.0	3.0	0.8	1.8	2.1
Undecided	2.5	4.3	0.8	2.4	2.8
No. of respondents	463	226	221	318	133

Note: Sub-groups may not add to the total due to missing responses. Percentages based on number of responses.

Table 6

INFLUENCES ON DECISION TO ATTEND JCCC

	Major Influence =3	Minor Influence =2	Not An Influence =1	Total	Age <24	Age 24+	Female	Male
				MEANS				
Class times fit my schedule	65.4%	23.0%	11.5%	2.54	2.42	2.67	2.56	2.51
Courses offered at JCCC	65.3	26.4	8.3	2.57	2.33	2.82	2.61	2.49
Cost of attending	64.6	24.1	11.3	2.53	2.54	2.50	2.55	2.45
Can work while attending	63.6	18.0	18.4	2.45	2.55	2.37	2.46	2.46
Location of campus	54.8	29.3	15.9	2.39	2.24	2.53	2.40	2.36
High quality teaching	41.2	37.1	21.7	2.20	2.15	2.25	2.21	2.18
JCCC's vocational/ academic reputation	37.3	38.4	24.3	2.13	2.09	2.18	2.14	2.11
Small class sizes	28.1	40.7	31.2	1.97	2.16	1.78	1.99	1.93
College catalog/class schedule/ brochures	27.8	40.9	31.3	1.96	1.93	2.02	2.04	1.81
Availability of financial aid	27.7	16.7	55.6	1.72	1.95	1.51	1.83	1.48
Advice of friends/relatives	13.2	29.6	57.2	1.56	1.68	1.42	1.56	1.56
Advice of parents	9.9	19.0	71.1	1.39	1.72	1.06	1.37	1.44
Advertisements about the college	5.5	25.4	69.0	1.37	1.37	1.36	1.41	1.26
Advice of a college faculty member	5.3	10.6	84.1	1.21	1.27	1.15	1.22	1.18
Advice of high school counselor/teacher	3.7	13.2	83.0	1.21	1.37	1.04	1.21	1.20

Table 7

HEARD ABOUT JCCC FROM THESE SOURCES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
From a friend or relative	49.2%	59.3%	39.8%	52.2%	42.1%
College catalog	35.4	31.0	40.3	39.0	28.6
Letters from the college	26.6	40.7	12.7	30.8	17.3
Schedule of classes	26.0	23.0	30.3	27.7	24.1
Internet/WWW	24.0	21.7	26.7	24.8	21.8
Television ad	17.5	22.6	11.8	16.7	18.8
Brochures	17.5	19.5	15.4	18.2	16.5
Radio ad	12.5	16.8	8.6	13.5	10.5
Newspaper or magazine ad	12.1	11.9	11.8	11.3	13.5
Talking with college representative	7.6	12.8	2.7	7.5	8.3
High school newspaper ad	6.7	13.7	0.0	7.5	5.3
Newspaper or magazine article	6.7	5.8	7.2	6.6	7.5
Yellow Pages	1.5	2.7	0.5	1.9	0.8
No. of respondents	463	226	221	318	133

Note: Percentages based on total respondents; multiple responses allowed. Sub-groups may not add to the total due to missing responses.

Table 8

FREQUENCY OF NEWSPAPER READERSHIP

	Never 1	Seldom 2	Weekly 3	Frequently 4	Daily 5	MEAN
Kansas City Star	**12.3%**	**35.0%**	**21.4%**	**13.4%**	**17.8%**	**2.89**
Age 23 and younger	15.2	44.8	21.1	12.6	6.3	2.50
Age 24 and older	10.0	25.6	22.4	13.2	28.8	3.25
Female	12.1	37.9	22.9	11.5	15.6	2.81
Male	13.6	28.8	18.2	16.7	22.7	3.06
Sun Newspapers	**64.9%**	**19.0%**	**9.2%**	**6.2%**	**0.7%**	**1.59**
Age 23 and younger	75.8	15.8	5.1	2.3	0.9	1.37
Age 24 and older	55.3	21.3	13.7	9.1	0.5	1.78
Female	70.2	13.9	8.8	6.8	0.3	1.53
Male	54.2	30.1	10.8	3.3	1.7	1.68
Olathe Daily News	**80.0%**	**14.5%**	**2.2%**	**1.9%**	**1.4%**	**1.30**
Age 23 and younger	80.7	13.8	2.8	1.4	1.4	1.29
Age 24 and older	80.0	15.3	1.6	1.6	1.6	1.29
Female	80.0	15.5	2.1	1.4	1.0	1.28
Male	80.8	12.5	2.5	1.7	2.5	1.33
Lawrence Journal-World	**80.2%**	**10.4%**	**4.6%**	**2.2%**	**2.7%**	**1.37**
Age 23 and younger	79.3	10.1	4.6	3.2	2.8	1.40
Age 24 and older	80.6	11.0	4.7	1.0	2.6	1.34
Female	81.9	9.0	4.5	2.4	2.1	1.34
Male	75.4	13.9	4.9	1.6	4.1	1.45
Pitch Weekly	**54.6%**	**26.4%**	**9.1%**	**9.1%**	**0.7**	**1.75**
Age 23 and younger	54.6	25.5	9.7	8.8	1.4	1.77
Age 24 and older	55.2	27.3	8.2	9.3	0.0	1.72
Female	55.9	27.2	5.9	10.7	0.3	1.72
Male	51.6	24.6	17.2	4.9	1.6	1.80
USA Today	**56.9%**	**32.4%**	**4.3%**	**5.7%**	**0.7%**	**1.61**
Age 23 and younger	69.1	23.0	2.3	4.1	1.4	1.46
Age 24 and older	44.9	42.3	5.6	7.1	0.0	1.75
Female	60.1	31.3	2.4	5.5	0.7	1.55
Male	50.8	34.7	7.3	6.5	0.8	1.72
Other Newspapers	**56.7%**	**23.5%**	**8.1%**	**6.8%**	**4.8%**	**1.79**
Age 23 and younger	64.7	19.8	6.8	4.8	3.9	1.63
Age 24 and older	48.6	26.8	9.8	8.7	6.0	1.97
Female	56.7	24.2	8.7	7.6	2.9	1.76
Male	57.4	21.7	7.0	4.3	9.6	1.87

Table 9

PREFERRED RADIO STATIONS

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
KMXV - Mix 93.3 FM	38.2%	57.1%	20.8%	45.6%	22.6%
KCHZ - 95.7 FM	37.4	58.0	18.1	42.1	27.1
KRBZ-FM	35.9	52.7	20.4	40.3	27.1
KQRC - 98.9 The Rock	31.7	44.2	19.9	33.8	33.1
KLZR - 105.9 FM	25.3	41.2	10.4	29.9	15.8
KCFX - 101.1 FM	24.8	24.8	25.3	22.6	30.8
KPRS - 103 FM	24.4	39.4	10.4	27.7	18.0
KYYS - 99.7 FM	20.5	23.5	17.6	20.1	21.8
KUDL - 98.1 FM	19.4	19.9	18.6	21.7	12.0
KFKF - 94 FM	19.2	23.9	15.4	23.9	9.0
KFME-FM	19.0	17.7	19.9	19.2	17.3
KBEQ - 104 FM	18.1	26.1	10.9	21.7	10.5
KSRC- Star 102.1 FM	15.6	17.7	13.6	17.9	9.8
KCMO - 94.9	14.5	18.1	11.8	14.8	15.0
KLJC - 88.5 FM	14.0	8.8	19.0	14.2	13.5
KCIY - 106.5 FM	10.4	9.7	11.3	11.0	8.3
KCUR - 89.3 FM	9.9	4.0	15.4	6.9	15.8
KKFI - 90.1 FM	7.3	4.9	9.5	6.0	10.5
KMBZ-980 AM	7.1	6.2	8.1	5.0	12.0
KNXR - 107.3 FM	5.0	4.0	5.9	5.7	3.0
WHB - 810 AM	4.8	2.7	7.2	3.5	8.3
KCMO - 710 AM	4.5	2.7	6.3	4.1	5.3
KCCV- 92.3 FM	3.5	3.1	3.6	2.8	3.8
WDAF - 610 AM	3.2	2.2	4.5	2.8	4.5
KPHN- 1190 AM	2.6	2.2	3.2	1.6	5.3
KCCV- 760 AM	1.5	1.8	1.4	1.3	1.5
KCTE-AM	0.6	0.9	0.5	0.6	0.8
No. of respondents	463	226	221	318	133

Note: Multiple responses; percentages based on total respondents for the category. Sub-groups may not add to the total due to missing responses.

Table 10

TV STATION WATCHED MOST OFTEN

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
KSHB NBC	29.4%	30.5%	28.5%	34.9%	16.5%
Cable networks	22.5	28.8	17.2	17.0	36.8
KMBC ABC	16.8	12.4	21.7	16.0	19.5
WDAF FOX	15.3	15.5	15.8	14.8	17.3
KCTV CBS	13.0	10.2	15.8	14.2	10.5
KSMO INDE.	7.3	13.3	1.8	10.1	1.5
KCPT PUBLIC	6.0	2.7	8.6	6.3	5.3
KMCI Ch. 38	3.2	6.2	0.5	2.8	4.5
KXPE Ch. 50	1.7	1.8	1.8	1.9	1.5
No. of respondents	463	226	221	318	133

Note: Sub-groups may not add to the total due to missing responses. Multiple responses allowed.

Table 11

HOW STUDENTS RECEIVED THEIR CLASS SCHEDULE

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Picked it up at JCCC	52.1%	57.5%	47.5%	52.2%	52.6%
Received it in the mail	41.3	40.3	41.2	41.8	38.3
JCCC mailed it to me after I called	9.7	11.9	8.1	8.8	12.8
Someone gave it to me	7.3	9.3	5.9	6.6	9.8
Other	7.8	5.8	9.5	7.9	6.8
No. of respondents	463	226	221	318	133

Note: Sub-groups may not add to the total due to missing responses.

Table 12

WAS JCCC STUDENTS' FIRST CHOICE OF COLLEGE/UNIVERSITY?

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Yes	64.4%	58.7%	69.0%	64.6%	63.1%
No	35.6	41.3	31.0	35.4	36.9
No. of respondents	452	225	213	311	130

Note: Sub-groups may not add to the total due to missing responses.

Table 13

WHEN STUDENTS REGISTERED FOR CLASSES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
On-campus registration (mid-August)	44.9%	43.5%	45.5%	40.7%	54.1%
Early registration (July)	38.3	40.6	38.2	42.4	30.6
Late registration (first week of classes)	12.4	9.2	14.1	12.4	10.8
Don't know	4.4	6.8	2.1	4.5	4.5
No. of respondents	412	207	191	318	133

Note: Sub-groups may not add to the total due to missing responses.

Table 14

HOW STUDENTS REGISTERED FOR CLASSES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Internet/WWW (off-campus)	36.3%	35.6%	38.8%	37.7%	42.4%
In person	30.7	23.6	34.7	24.7	34.1
Internet/WWW (on-campus)	16.1	22.7	10.0	18.4	11.4
By phone	17.0	18.2	16.4	19.3	12.1
No. of respondents	460	225	219	318	133

Note: Sub-groups may not add to the total due to missing responses.

Table 15

HAD STUDENT HEARD OF SUCCESS CENTER?

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Yes	64.6%	74.7%	56.0%	67.5%	60.6%
No	35.4	25.3	44.0	32.5	39.4
No. of respondents	457	225	219	314	132

Note: Sub-groups may not add to the total due to missing responses.

Table 16

NUMBER OF SUCCESS CENTER VISITS THIS YEAR

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Never	39.3%	27.6%	51.0%	36.6%	44.4%
1-2	24.5	25.7	23.3	22.9	28.6
3-4	17.3	22.4	11.9	17.5	17.5
5 or more	18.7	24.3	13.9	22.9	9.5
No. of respondents	463	214	202	292	126

Note: Sub-groups may not add to the total due to missing responses.

Table 17

PRIOR AWARENESS OF SUCCESS CENTER SERVICES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Counseling (n=263)	56.8%	66.8%	47.5%	59.1%	51.9%
Admissions (n=249)	53.8	55.3	53.4	56.0	49.6
Drop/add classes (n=249)	53.8	64.2	45.2	56.6	49.6
Financial Aid (n=242)	52.3	62.4	44.3	56.0	46.6
Academic advising (n=230)	49.7	51.3	49.8	50.0	51.1
Internet access (n=230)	49.7	60.2	39.8	50.9	48.1
Transcripts (n=193)	41.7	46.5	36.7	43.4	36.8
Transfer information (n=182)	39.3	42.5	36.7	41.8	33.8
Information on other JCCC services (n=144)	31.1	35.4	28.1	33.0	27.8
Career assistance (n=130)	28.1	28.8	28.1	30.2	24.1
Career assessments (n=114)	24.6	26.1	23.5	27.4	18.8
Access Services (n=100)	21.6	27.9	16.7	21.7	23.3
Course reinstatement (n=84)	18.1	21.2	15.8	19.8	15.8

Note: Sub-groups may not add to the total due to missing responses.

Table 18

SATISFACTION WITH SUCCESS CENTER SERVICES

	Satisfied	Neutral	Dissatisfied	Mean
Internet access (n=219)	66.7%	20.1%	13.2%	3.93
Admissions info (n=227)	62.6	27.8	9.7	3.87
Drop/add classes (n=210)	54.3	33.3	12.4	3.71
Counseling (n=223)	53.4	26.5	20.2	3.59
Academic Advising (n=194)	53.1	32.5	14.4	3.67
Transfer information (n=159)	49.1	35.2	15.7	3.61
Info on other JCCC services (n=123)	47.2	43.1	9.8	3.57
Financial Aid (n=194)	45.4	37.6	17.0	3.55
Transcripts (n=152)	42.8	40.1	17.1	3.45
Access Services info (n=110)	40.0	51.8	8.2	3.55
Career assistance (n=114)	36.8	50.9	12.3	3.41
Career assessments (n=110)	36.4	52.7	10.9	3.44
Course reinstatement (n=90)	26.7	61.1	12.2	3.31

Note: Sub-groups may not add to the total due to missing responses. 5-point scale, with 1="very dissatisfied" and 5= "very satisfied." "Satisfied" in the table is the sum of "very" and "somewhat" satisfied. "Dissatisfied" is the sum of "very" and "somewhat" dissatisfied.

Table 19

SATISFACTION WITH ASPECTS OF THE SUCCESS CENTER

	Satisfied	Neutral	Dissatisfied	Mean
Overall satisfaction (n=361)	74.0%	21.3%	4.7%	4.11
Staff attitude (n=360)	73.9	19.7	6.4	4.09
How easy it is to get questions answered (n=361)	70.4	19.1	10.5	3.96
Attractiveness of environment (n=363)	69.7	25.6	4.7	4.14
Staff knowledge/competence (n=358)	67.0	24.0	8.9	3.91
Space comfortable/uncrowded (n=358)	64.2	27.1	8.7	3.88
Variety of resources available (n=355)	62.0	35.5	2.5	3.94
Staff interest in your personal success (n=359)	56.8	34.3	8.9	3.76
Length of wait (n=363)	54.3	28.1	17.6	3.54
Log-in/check-in process (n=351)	53.3	38.5	8.3	3.71
Phone contact (n=343)	43.4	45.5	11.1	3.52

Note: Sub-groups may not add to the total due to missing responses. 5-point scale, with 1="very dissatisfied" and 5="very satisfied." "Satisfied" in the table is the sum of "very" and "somewhat" satisfied. "Dissatisfied" is the sum of "very" and "somewhat" dissatisfied.

Table 20

APPLYING TO KANSAS BOARD OF REGENTS UNIVERSITIES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Applied to any Kansas Board of Regents universities?					
Yes	16.4%	23.0%	10.9%	16.4%	17.3%
No	83.6	77.0	89.1	83.6	82.7
No. of respondents	463	226	221	318	133
Accepted by any Kansas Board of Regents university? *(Base: Respondents who indicated they had applied to one of the Kansas Board of Regents universities)*					
Yes	94.7%	94.2%	95.8%	96.8%	91.3%
No	5.3	5.8	4.2	3.8	8.7
No. of respondents	76	52	24*	52	23*

Note: Sub-groups may not add to the total due to missing responses.
*Small sample.

Table 21

AGE AND GENDER

	Total	Female	Male
Age			
<18	0.9%	0.9%	0.8%
18-20	40.0	40.5	38.5
21-23	9.6	10.8	6.9
24-26	7.6	8.2	6.2
27-29	4.3	4.1	4.6
30-39	16.6	15.8	18.5
40-49	11.0	12.0	8.5
50-59	6.3	5.4	8.5
60+	3.8	2.2	7.7
MEAN	29.2	28.3	31.5
MEDIAN	23.0	23.0	26.0
No. of respondents	447	316	130

Gender	**Total**	**Age 23 or Younger**	**Age 24+**
Female	70.5%	73.3%	68.3%
Male	29.5	26.7	31.7
No. of respondents	451	225	221

Note: Sub-groups may not add to the total due to missing responses.

Table 22

AREAS OF RESIDENCE

Students' Areas of Residence (as determined by students' home zip codes)	Number	Percent of Total
Johnson County		
Overland Park	121	26.8%
Eastern Suburbs	28	6.2
Northern Suburbs	41	9.1
Olathe	77	17.0
Shawnee/Lenexa	63	13.9
Southern Rural	7	1.5
Western Rural	13	2.9
Sub-total Johnson County	**350**	**77.4%**
Kansas City, Ks	**25**	**5.5**
Lawrence, Ks	**37**	**8.2**
Missouri	**1**	**0.2**
Other Kansas	**39**	**8.6**
No. of respondents	452	

Table 23

ZIP CODES WITHIN JOHNSON COUNTY

City/Zip	Number	Percent
Overland Park		
66204	15	3.3%
66207	15	3.3
66212	30	6.6
66214	6	1.3
66213	24	5.3
66210	16	3.5
66221	1	0.2
66223	9	2.0
66224	5	1.1
Eastern Suburbs		
66208 PV	11	2.4%
66206 Leawood	4	0.9
66209 Leawood	13	2.9
66211 Leawood	0	0.0
Northern Suburbs		
66201 Merriam	0	0.0%
66202 Merriam	13	2.9
66203 Merriam	17	3.8
66205 RP/Fairway	11	2.4
Olathe		
66061	28	6.2%
66062	49	10.8

Table 23 (cont'd)

ZIP CODES WITHIN JOHNSON COUNTY

	Number	Percent
Shawnee & Lenexa		
66216 Shawnee	18	4.0%
66217 Shawnee	3	0.7
66218 Shawnee	5	1.1
66225 Shawnee	0	0.0
66226 Shawnee	4	0.9
66215 Lenexa	23	5.1
66219 Lenexa	6	1.3
66220 Lenexa	4	0.9
66227 Lenexa	0	0.0
Southern Rural		
66013 Bucyrus	2	0.4%
66083 Spring Hill	1	0.2
66085 Stilwell	4	0.9
Western Rural		
66018 Desoto	2	0.4%
66021 Edgerton	1	0.2
66025 Eudora	4	0.9
66030 Gardner	6	1.3
No. of respondents	**350**	**77.4%**

Table 24

COMPARISON OF SELECTED RESULTS FOR 2001 AND 2000

	2001	2000
Mean Overall Rating *(1=Poor, 5=Excellent)*	4.26	4.13
How Students Registered for Class		
In person	30.7%	30.3%
By phone	17.0	12.6
Internet/WWW	52.4	57.1
Educational Objective		
Transfer to another college/university	35.6%	32.6%
Improve skills for present job	8.0	9.5
Prepare to change careers	12.9	14.4
Personal interest/self-improvement	19.4	18.2
Explore courses to decide on career	8.2	11.9
Prepare to enter job market	11.5	11.6
Other	4.5	5.9
Mean Influences on Decision to Attend JCCC *(3=Major, 2=Minor, 1=Not an influence)*		
Class times fit my schedule	2.54	2.55
Can work while attending	2.45	2.50
Location of campus	2.39	2.35
Courses offered at JCCC	2.57	2.52
Cost of attending	2.53	2.48
High quality teaching	2.20	2.21
Small class size	1.97	2.01
JCCC's vocational/academic reputation	2.13	2.01
Heard About JCCC From These Sources		
From a friend or relative	49.2%	55.5%
College catalog	35.4	39.2
Letters from the college	26.6	19.5
Talking with college representative	7.6	10.7

Table 24 (cont'd)

COMPARISON OF SELECTED RESULTS FOR 2001 AND 2000

	2001	2000
Do Campus Services Meet Needs?		
Computer Labs	91.2%	91.7%
Makeup and Telecourse Testing Lab	90.1	91.5
Business Office	90.1	90.2
Library	92.4	90.1
Bookstore	88.0	87.3
ACCESS Center Disabled Student Services	84.6	87.0
Food Service	87.2	85.4
Admissions and Records Office	88.4	84.5
The Children's Center	80.0	83.3
Orientation and Preadvising	80.8	80.3
Counseling Services	83.5	79.3
New Student Assessment and Placement	80.9	79.1
Student Government	66.7	74.6
Career Services	79.1	72.5
Financial Aid Services	77.9	70.6
Student Activities	66.7	67.2
Job Listing and Recruitment	64.0	65.2
Mean Age	29.2	26.9
Top Preferred Radio Stations		
KMXV - 93.3	38.2%	40.4%
KCHZ-FM	37.4	39.4
KQRC - 98.9	31.7	33.5
KLZR - 105.9	25.3	26.3
KCFX - 101	24.8	23.6
KPRS - 103.3	24.4	21.6
KYYS - 102.1	20.5	14.8
KUDL - 98.1	19.4	17.3
KFKF - 94.1	19.2	16.6
KBEQ - 104.3	18.1	17.8
KSRC-FM	15.6	18.6
KCMO - 94.9	14.4	13.8

Table 24 (cont'd)

COMPARISON OF SELECTED RESULTS FOR 2001 AND 2000

	2001	2000
TV Station Watched Most Often		
KSHB NBC	29.4%	28.0%
Cable Networks	22.5	26.9
KMBC ABC	16.8	17.8
WDAF FOX	15.3	20.4
KCTV CBS	13.0	8.5
KSMO INDE.	7.3	8.1

APPENDIX B

QUESTIONNAIRE AND COVER LETTER

October, 2001

Dear New JCCC Student:

The faculty, administration, and staff welcome you to Johnson County Community College!

We would like your assistance with a project that is being conducted by the Office of Institutional Research to learn more about its new students as educational consumers. Information from this survey will provide us with data necessary to evaluate college programs and services.

Please take a few minutes to complete the enclosed survey. When you have finished, return it to the college in the enclosed postage-paid business reply envelope. All responses will be kept strictly confidential and reported as grouped data only. Direct questions regarding this survey to the Office of Institutional Research, 469-8500, ext. 2443.

Please return the survey by November 9, 2001. Thank you for your help.

Sincerely,

Dan Radakovich

Dan Radakovich
Vice President, Academic Affairs

Enclosure

FALL 2001 FIRST-TIME STUDENT SURVEY

Johnson County Community College

12345 College Boulevard Overland Park, Kansas (913) 469-8500

Dear New Student,

Johnson County Community College is conducting this survey to evaluate and improve our services to you. Your responses will be kept strictly confidential and reported as grouped data only. Please return your completed survey in the enclosed postpaid envelope. Thank you for your help!

NOTE: Please fill in the ovals completely. Make no stray marks. Your comments are welcome; please write them in the Comments section on the last page, attaching additional sheets if you like.

1. Overall, based on your experience as a new student, how would you rate JCCC?

- O Poor
- O Fair
- O Average
- O Good
- O Excellent

2. Which of the following best describes your reason for coming to JCCC? *(Mark only ONE)*

- O Transfer to another college/university
- O Prepare to enter job market
- O Improve skills for present job
- O Explore courses to decide on career
- O Remedy or review basic skills
- O Personal interest or self-improvement
- O Prepare to change careers
- O Undecided

3. Which of the following do you like BEST about JCCC? *(Mark UP TO 3)*

- O Attractive, well-maintained campus
- O Computers, technology
- O Convenient location
- O Friendly, caring students
- O Friendly teachers
- O Good facility
- O Good, knowledgeable teachers
- O Helpful, service-oriented
- O Individual attention
- O Inexpensive, reasonable
- O Reputation
- O Small class sizes
- O Times classes offered
- O Variety of classes offered
- O Other: _____

4. Which of the following do you like LEAST about JCCC? *(Mark UP TO 3)*

- O Campus too big
- O Classes that are full/cancelled
- O Enrollment confusing, complicated
- O Hard to find way around campus
- O Inconvenient location
- O Only a two-year school
- O Parking
- O Poor teachers
- O Social life
- O Specific teacher
- O Too much smoke
- O Unfriendly, uncaring students
- O Unfriendly, uncaring teachers
- O Nothing - I like everything!
- O Other: _____

5. Please indicate whether each of the following is a Major influence, Minor influence, or Not an influence on your decision to attend JCCC.	Not an influence	Minor influence	Major influence
Courses offered at JCCC	0	0	0
JCCC's academic/vocational reputation	0	0	0
Cost of attending	0	0	0
Location of campus	0	0	0
Advice of parents	0	0	0
Advice of friends/relatives attending JCCC	0	0	0
Advice of high school counselor/teacher	0	0	0
Advice of a college faculty member	0	0	0
Small class size	0	0	0
High quality teaching	0	0	0
Can work while attending	0	0	0
Advertisements about the college	0	0	0
Class times fit my schedule	0	0	0
Availability of financial aid	0	0	0
College catalog/class schedule/brochures	0	0	0

6. About the time you enrolled, do you remember hearing about JCCC from any of these sources? *(Mark all that apply)*

- 0 Newspaper or magazine ad
- 0 Letters from the College
- 0 Talking with College representative
- 0 Newspaper or magazine article
- 0 High school newspaper ad
- 0 Radio ad
- 0 Television ad
- 0 Yellow pages
- 0 Brochures
- 0 From a friend/relative
- 0 Schedule of classes
- 0 College catalog
- 0 Internet/WWW

7. Was JCCC your first choice of college/university?

- 0 Yes
- 0 No

8. Did you apply to any of the Kansas University Regent Schools (KU, K-State, Emporia State, Wichita State, Fort Hays State, or Pittsburgh State)?

- 0 Yes>>>Go to Q9.
- 0 No>>>Go to Q11.

9. Were you accepted by any of these schools?

- 0 Yes>>>Go to Q11.
- 0 No>>>Go to Q10.

10. Which of the following admissions requirements were you unable to meet? *(Mark all that apply)*

- 0 ACT score
- 0 High school class rank
- 0 High school GPA
- 0 Don't know/can't say

11. Before this semester, had you ever taken a credit class at JCCC?

- 0 Yes
- 0 No

12. How did you receive the current class schedule? *(Mark all that apply)*

- O Received it in the mail
- O Someone gave it to me
- O Picked it up at JCCC
- O JCCC mailed me one after I called
- O Other: _____

13. When did you register for classes this semester? *(Mark only ONE)*

- O Early registration (July)
- O On-campus (mid-August)
- O Late (1st week of class)
- O Don't know/remember

14. How did you register for classes this semester?

- O In person
- O By phone
- O Internet/WWW (on-campus)
- O Internet/WWW (off-campus)

15. Please indicate whether the following campus services are meeting your needs.

	This service currently meets my needs	This service needs to be improved	Don't know
Orientation/Pre-advising	O	O	O
Counseling Services	O	O	O
Career Services	O	O	O
Job Listing/Recruitment	O	O	O
New Student Assessment/Placement	O	O	O
Make-up & Telecourse Testing Lab	O	O	O
Financial Aid Services	O	O	O
Business Office	O	O	O
Admissions & Records Office	O	O	O
Bookstore	O	O	O
Food Service	O	O	O
The Children's Center	O	O	O
Library	O	O	O
Computer Labs	O	O	O
ACCESS Center for Disabled Students	O	O	O
Student Activities	O	O	O
Student Government	O	O	O

MEDIA HABITS

16. Which radio station(s) do you prefer? *(Mark all that apply)*

- O KLJC-FM (88.5)
- O KCUR-FM (89.3)
- O KKFI-FM (90.1)
- O KCCV-FM (92.3)
- O KMXV-FM (93.3)
- O KFKF-FM (94.1)
- O KCMO-FM (94.9)
- O KCHZ-FM (95.7)
- O KRBZ-FM (96.5)
- O KUDL-FM (98.1)
- O KQRC-FM(98.9)
- O KYYS-FM (99.7)
- O KCFX-FM (101.1)
- O KSRC-FM (102.1)
- O KPRS-FM (103.3)
- O KBEQ-FM (104.3)
- O KFM-EFM (105.1)
- O KLZR-FM (105.9)
- O KCIY-FM (106.5)
- O KNRX-FM (107.3)
- O WDAF-AM (610)
- O KCMO-AM (710)
- O KCCV-AM (760)
- O WHB-AM (810)
- O KMBZ-AM (980)
- O KPHN-AM (1190)
- O KCTE-AM (1510)

The JCCC Success Center, located on the 2nd Floor, Student Center, provides a variety of services. The following questions will help us evaluate the Success Center.

17. Before today, had you ever heard of the JCCC Success Center?

O Yes
O No

18. How many times have you visited the JCCC Success Center this year?

O Never
O 1-2
O 3-4
O 5 or more

19. For each of the following services, please indicate if you knew *prior to reading this survey* that it was available at the Success Center. For services used, also indicate your level of satisfaction. *(Leave blank if not used.)*

	Knew it was available	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied
Academic Advising	0	0	0	0	0	0
Access Services info	0	0	0	0	0	0
Admissions info	0	0	0	0	0	0
Career assessments/inventories	0	0	0	0	0	0
Career assistance	0	0	0	0	0	0
Counseling	0	0	0	0	0	0
Course reinstatement	0	0	0	0	0	0
Drop/add classes	0	0	0	0	0	0
Financial aid	0	0	0	0	0	0
Info on other JCCC services	0	0	0	0	0	0
Internet access	0	0	0	0	0	0
Transcripts	0	0	0	0	0	0
Transfer information	0	0	0	0	0	0

20. Please indicate how satisfied or dissatisfied you are with each of the following aspects of the Success Center.

	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied
Attractiveness of environment	0	0	0	0	0
How easy it is to get questions answered	0	0	0	0	0
Length of wait	0	0	0	0	0
Log-in/check-in process	0	0	0	0	0
Phone contact	0	0	0	0	0
Space comfortable/uncrowded	0	0	0	0	0
Staff attitude	0	0	0	0	0
Staff interest in *your* personal success	0	0	0	0	0
Staff knowledge/ competence	0	0	0	0	0
Variety of resources available	0	0	0	0	0
Overall satisfaction	0	0	0	0	0

21. How often do you read the following newspapers?

	Never	Seldom	Weekly	Frequently	Daily
Kansas City Star	0	0	0	0	0
Lawrence Journal-World .	0	0	0	0	0
Olathe News	0	0	0	0	0
Sun Newspapers	0	0	0	0	0
Pitch Weekly	0	0	0	0	0
USA Today	0	0	0	0	0
Other Newspapers	0	0	0	0	0

Other newspapers read_____

22. Which TV station do you watch MOST often? (Mark only ONE)

0 WDAF CH. 4 (Fox) (Ally McBeal, Simpsons, X-Files)

0 KCTV CH. 5 (CBS) (Everyone Loves Raymond, Judging Amy)

0 KMBC CH. 9 (ABC) (Drew Carey, NYPD Blue, The Practice)

0 KSHB CH. 41 (NBC) (Friends, West Wing, ER)

0 KSMO CH. 62 (Indep.) (Dawson's Creek, Felicity)

0 KCPT CH. 19 (Public) (Rare Visions, Wishbone)

0 KPXE CH. 50 (Indep.) (Shop 'til You Drop, Supermarket Sweeps, Little Men)

0 KMCI CH. 38 (Indep.) (Syndicated Simpsons at 6:30/10:30 p.m.)

0 Cable Networks (MTV, Comedy Central, ESPN2)

DEMOGRAPHICS

23. Gender

0 Male
0 Female

24. Age

	☐	☐
0	0	0
1	0	0
2	0	0
3	0	0
4	0	0
5	0	0
6	0	0
7	0	0
8	0	0
9	0	0

25. Zip Code of Residence

	☐	☐	☐	☐	☐
0	0	0	0	0	0
1	0	0	0	0	0
2	0	0	0	0	0
3	0	0	0	0	0
4	0	0	0	0	0
5	0	0	0	0	0
6	0	0	0	0	0
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0

COMMENTS:

Thank you for responding to this survey.

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